



PointsBet Launches Retail Operations in Illinois and announces new Sports Betting Partnerships

28 September, 2020 - Melbourne, Australia - PointsBet Holdings Limited (ASX: PBH) (the “Company”) today announced that its wholly owned subsidiary, PointsBet Illinois, LLC (“PointsBet”) has launched retail sports betting operations in the State of Illinois and has taken the first retail bet at the Hawthorne Race Course. This follows the launch of online operations earlier this month.

The launch follows the inking of a deal which appoints PointsBet as the first official Sports Betting Partner of the Chicago Bears NFL franchise. Through the partnership, PointsBet will gain usage of Chicago Bears trademarks and logos, as well as sponsorship opportunities and brand visibility across various digital assets. PointsBet also recently announced a partnership with Chicago Bears legend, Devin Hester, further evidencing its commitment to the state of Illinois.

In addition, PointsBet has also recently entered into a deal which will see it become an official Sportsbook Partner of the Indianapolis Colts NFL franchise. Similar to the Bears deal, PointsBet will gain usage of Colts trademarks and logos, as well as sponsorship opportunities and brand visibility across various digital assets. PointsBet will become the sponsor of the “*Official Colts Podcast*” which is circulated across the team’s various digital assets. Additionally, PointsBet gains access to mobile app push notifications for Colts regular season games prior to kick off, access to various Colts social media assets, advertisement opportunities, and spots during the Colts Roundtable Live radio shows.

“The PointsBet team is incredibly excited to become a sportsbook partner of both the Bears and Colts. We are teaming up with first-class organizations, supported by extremely passionate fans,” noted Johnny Aitken, PointsBet USA CEO. *“Since launching our fast and differentiated mobile sports betting app in Indiana and Illinois, we’ve been thrilled by the reception of local sports bettors in both states. We’ve always viewed Indiana and Illinois to be significant markets for the PointsBet brand, and we look forward to increasing our presence alongside famed partners in the Indianapolis Colts and the Chicago Bears.”*

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About PointsBet

PointsBet is a corporate bookmaker with operations in Australia and the United States. PointsBet has developed a scalable cloud-based wagering Platform through which it offers its Clients innovative sports and racing wagering products. PointsBet’s product offering includes Fixed Odds Sports, Fixed Odds Racing and PointsBetting.

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